

# Employer Demand Profile

## Enabling Market-Responsive Program Development

Real-time employer demand data identifies the top skills, employers, and occupations for professionals with a bachelor's degree or above. Use the data and brainstorming questions included here to guide campus discussions about how to grow and direct the development of the program portfolio.

### Questions to Inform Initial Program Discussions

#### Skills

- Which of our current programs integrate high-demand skills?
- What new program opportunities would confer high-demand skills?
- Are these skills relevant to a narrow suite of programs, or should most or all of our programs teach these skills?
- Do we emphasize these high-demand skills in our marketing messages?

#### Employers

- How often do our students find jobs with these top employers?
- How many employees of these top employers do we or have we previously served?

## Region in Focus: Utah

### Most Commonly Sought Job Skills in 2025

n = 117,427 job postings

Skill	Number of Job Postings
Project Management	20,212
Marketing	14,717
Finance	13,024
Auditing	12,711
Data Analysis	11,082
Accounting	10,399
Continuous Improvement Process	9,764
Computer Science	9,478
Workflow Management	8,988
Process Improvement	8,931

### Employers with Greatest Demand in 2025

n = 117,427 job postings

Employer	Number of Job Postings
Intermountain Health	3,535
Northrop Grumman	3,019
University of Utah	2,643
IHC Health Services	1,885
University of Utah Health	1,489
Cardinal Health	1,006
State of Utah	993
Western Governors University	972
CVS Health	895
Sondermind	891



### Questions to Inform Initial Program Discussions

#### Occupations

- What opportunities do we have to expand programs that already prepare students to find jobs in these popular occupations?
- What new programs should we consider launching that align with employer demand for these occupations?
- How can we attract students to our programs to prepare for these roles?
- How often are students inquiring about education and job opportunities in these occupations?
- What continuing education might professionals in these high-demand occupations require to maintain their qualifications?

### Most Commonly Sought Occupations in 2025

n = 117,427 job postings

Occupation	Number of Job Postings
Registered Nurses	4,495
Software Developers	4,079
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	3,256
Project Management Specialists	2,817
Sales Managers	2,315
General and Operations Managers	2,302
Medical and Health Services Managers	2,281
Marketing Managers	2,176
Accountants and Auditors	1,996
Financial and Investment Analysts	1,957

### Additional EAB Resources to Support Market-Responsive Program Development



#### Market Intelligence Resources

- [Executive Guide to Certificate Market Risks and Opportunities](#)
- [Understand the needs and motivations of working professional student segments](#)



#### Program Launch Resources

- [New Program Launch Guidebook](#)
- [Adult Program Innovation Launch Guide](#)



#### Program Design Resources

- [Design Credentials to Meet Adult Student Needs roadmap](#)
- [3 tips for innovative and successful program design](#)



#### Program Revitalization Resources

- [Revitalizing the Program Portfolio](#)
- [Choosing the right undergraduate programs for revitalization](#)
- [Revitalizing Academic Program Performance webinar](#)